



Jason Williamson

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503.863.6048

### Strengths

Packaging Design  
& Management

Product Launch Strategy

Content Development

Trade Show Management

Photography Production

Video Production

Team-based Leadership

### Technical Expertise

Adobe Creative Cloud

Workfront Project  
Management  
Administrator

OpenText Media Manager  
Administrator

### Education & Training

Cadence  
Project Management Program

Portland State  
University  
Bachelor of Science  
in Graphic Design

## Work History

# Marketing & Product Production Manager

Tempest Tileworks / 2022 to Present / Portland, Oregon

Applied a versatile skill set that spans production management and diverse marketing responsibilities to elevate this boutique ceramics studio. This hands-on position is not just a job; it's a remarkable opportunity for me to actively contribute to the multifaceted needs of a local business that prides itself on offering truly unique and exceptional products.

- + Marketing Development
- + Product photography
- + Product line manager
- + Manage glazing production
- + Die building

# Marketing Manager

SawStop / 2020 to 2022 / Portland, Oregon

Spearheaded dealer co-op programs and took the lead on point-of-sale marketing initiatives. Orchestrated and evaluated every facet of tradeshow activities, seamlessly integrating messaging, design, and logistics to ensure impactful brand representation. Additionally, oversaw the comprehensive management of all branded materials, photography, video, and print assets, ensuring a cohesive and compelling brand identity across various channels.

- + Channel Management – dealer guidelines, resources, merchandising, online listings and other requests.
- + Direct photo and video production
- + Point-of-sale development
- + Product launch support
- + Trade shows and events manager
- + Content management

# Global Creative Manager

Oregon Tool (Blount International) / 2008 to 2020 / Portland, Oregon

Dedicated brand champion and marketing representative for a leading international manufacturer of forestry and lawn care equipment. Entrusted with the global stewardship of brand presentation and messaging across trade shows, digital platforms, and packaging. Spearhead a dynamic creative team comprising designers, writers, photographers, and videographers to execute innovative marketing initiatives.

- + Guide creative team in development and execution of packaging for 8,000 global products
- + Implement project management system for marketing and creative teams
- + Direct photography, video, and print assets
- + Create marketing and product support content
- + Manage design team and staffing
- + Activate multi-channel brand strategy and execute global marketing campaigns.



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## References

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Laurie Barton

503-780-6236

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2020–2022

Director of Global  
Marketing, SawStop

2015–2018

Director of Global  
Marketing, Blount

Nicole Forsi

503-516-9785

nicole.forsi@gmail.com

2014–2020

Lead Packaging  
Designer, Blount

David Dugan

503-290-4212

ddugan@precastcorp.com

2008–2011

Advertising Manager, Blount

Current Title: Director of  
Corporate Communications,  
Precision Cast Parts

## Creative Artist

Epic Systems Corporation / 2006 to 2007 / Madison, Wisconsin

Creative contributor for software development firm serving hospital and medical care centers. Created design standard for hosted events and collaborated on external messaging strategies.

- + Conceptualize environmental graphics
- + Collaborated with CEO on customer presentations
- + Product packaging design
- + Produced member outreach collateral; brochures; booklets; posters; and conference material

## Site Supervisor

Habitat for Humanity / 2005 to 2006 / Madison, Wisconsin

Guided and inspired sizable teams of volunteers through home construction and site management tasks. Served as a pivotal link between field operations and the corporate office, ensuring seamless coordination and effective communication.

- + Coordinated daily activities for individuals, corporate groups, and community partners
- + Managed volunteer and professional resources on construction of building multiple sites daily
- + Constructed Energy Star® certified homes
- + Marketing support for fund raising activities

## Graphic Designer

NACM Business Credit Services / 1999 to 2004 / Portland, Oregon

Responsible for branded content design, outreach, engagement, and production in print and digital media.

- + Coordinate effective branding and communications strategies to prospective clients
- + Create and publish digital content
- + Developed and managed editorial calendar
- + Brand design and launch
- + Manage design and promotions for continuing education programs